

# RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | MURRAY RIVER, LAKES & COORONG

## MURRAY RIVER, LAKES & COORONG

The region's priorities are to grow visitor spend from intrastate day trips as well as increase overnight visits from interstate, intrastate and a small international base. As the region is predominantly a self-drive visitor market, leveraging existing touring routes and promoting and developing events and tourism experiences that reflect the region's uniqueness will be key. For more details refer to 2025 RVS at [tourism.sa.gov.au](http://tourism.sa.gov.au).



### NEW PRODUCTS / EXPERIENCES



### ATDW LEADS TO BUSINESSES



### CRUISE SHIP ARRIVALS



**27,050<sup>\*\*</sup>**  
PASSENGERS

**12,000<sup>\*\*</sup>**  
CREW

### EMPLOYMENT



**1,400**  
DIRECT JOBS

**500**  
INDIRECT JOBS

**1 IN 12<sup>†</sup>**  
DIRECT JOBS SUPPORTED BY TOURISM

**300**  
TOURISM BUSINESSES

## 2022 ACTUAL

# \$201M\*

### 2025 TARGET



### PERCENTAGE OF 2025 TARGET MET



### SATC EXPERIENCE NATURE TOURISM FUND



**1<sup>†</sup>**  
SUCCESSFUL PROJECTS

**\$11,577**  
FUNDING AMOUNT

**\$14,472**  
TOTAL PROJECT VALUE

### REGIONAL EVENTS



**165<sup>^</sup>**  
NUMBER OF EVENTS

**3**  
SATC FUNDED EVENTS

### ACCOMMODATION



**1,275**  
TOTAL ROOMS ATDW LISTED

**62%<sup>~</sup>**  
OCCUPANCY STR DATA

### REGIONAL HIGHLIGHT



Promoted the emerging hero experience River Murray Dark Sky Reserve as a major focus of the SATC campaign 'For Those Who Want a Little More'.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. \*DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. \*\*ROUNDED.